

The Thickening Gel You Can't Taste.

### SIMPLYTHICK™ INSTANT FOOD THICKENER

SimplyThick™ instant food thickener originates from a simple idea: if a beverage looks and tastes like it's supposed to, people will drink more. Though simple, it's a concept that's never been achieved. Until now. SimplyThick uses technology available to the food industry for years, putting it in a form that meets the unique needs of the healthcare marketplace.

As the next-generation food thickener designed specifically for people who have swallowing difficulties, SimplyThick offers a clear solution to the problems that patients, their families and healthcare professionals encounter with products currently serving the market.

FEATURES	BENEFITS
flavorless	<ul style="list-style-type: none"> <li>• unaltered taste</li> <li>• better patient acceptance</li> </ul>
gel formulation	<ul style="list-style-type: none"> <li>• no undissolved particles</li> <li>• no thickening over time</li> <li>• better patient acceptance</li> </ul>
quick-mixing formula	<ul style="list-style-type: none"> <li>• one-step preparation</li> <li>• no waiting to serve</li> <li>• minimized prep time</li> </ul>
individual serving packets	<ul style="list-style-type: none"> <li>• no measuring</li> <li>• consistent thickness every time</li> <li>• identical honey and nectar preparation</li> <li>• simplified training needs</li> </ul>
hot and cold uses	<ul style="list-style-type: none"> <li>• one product for all beverages</li> <li>• simplified inventory</li> </ul>
freeze-thaw stability	<ul style="list-style-type: none"> <li>• same thickness before and after freezing</li> <li>• thickened ice cubes for cold beverages</li> </ul>

### IMPROVING PATIENT ACCEPTANCE

SimplyThick's unique gel delivery system provides the basis for its benefits. The patent-pending gel formulation mixes quickly and completely by hand, without lumps or undissolved particles to detract from a beverage's appearance. Beverages are ready to drink as soon as mixing is complete. Beverage thickness is stable and consistent – whether hot, cold, or frozen and thawed – with no additional thickening or separation over time.

(cont'd next)

Phagia-Gel Technologies, LLC  
1374 Clarkson Clayton Center  
St. Louis, Missouri 63011  
P: 800.205.7115  
F: 800.508.2990  
[www.simplythick.com](http://www.simplythick.com)



SimplyThick adds no flavor to the beverages it thickens. Equally important, SimplyThick thickens all liquids – hot and cold – so menu options are dramatically increased. Water, juice, soda, ice, milk, coffee, tea, soups, beer, wine and mixed drinks can all be part of a thickened diet. SimplyThick can also be used in purees and other foods served to patients with swallowing difficulties.

Additionally, SimplyThick is a non-digestible food fiber and adds no calories to foods and beverages. It's ideal for patients on strictly controlled diets.

#### EASY TO USE

SimplyThick comes in pre-measured packets that eliminate the hassle of measuring different amounts of thickener for different beverages or diets. Available in nectar and honey consistencies\*, each individual serving-size packet thickens a 4-oz. (120 ml) beverage. This means that, for a given consistency, SimplyThick is used in the same quantity in all beverages. Results are the same each time, and no special measuring spoons or containers are required.

\* Pudding-thick consistency is achieved by doubling the honey dosage.

#### EASY TO PURCHASE

SimplyThick is available through distributors and is also available direct to both facilities and to home users. To order, check with your distributor, visit [www.simplythick.com](http://www.simplythick.com), or call 800-205-7115 anytime day or night. Orders received Monday through Friday before 3:00 PM central time will be shipped via UPS on the day the order is placed. All other orders will be shipped on the next business day.

#### THE CHOICE IS CLEAR

SimplyThick's qualities and benefits are unparalleled in the marketplace. In fact, patients prefer SimplyThick<sup>®</sup>. The bottom line is quick, simple preparation, and beverages that look and taste exactly like they're supposed to.

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**DISCLAIMER** – Although information provided is believed to be true and accurate, Phagia-Gel Technologies (PGT) cannot anticipate all actual situations and/or conditions of use. PGT cannot assure the suitability of SimplyThick<sup>®</sup> for any particular situation or that SimplyThick<sup>®</sup> will work in every situation. The Food and Drug Administration has not evaluated nor approved SimplyThick<sup>®</sup> as a swallowing aid. Do not self-diagnose or self-treat swallowing problems, also commonly termed dysphagia. Swallow problems and/or dysphagia can be a serious medical condition that should only be treated with proper medical supervision. If you have any questions about use of SimplyThick<sup>®</sup>, consult your doctor or physician.

<sup>TM</sup> and © 2001 Phagia-Gel Technologies, LLC, St. Louis, MO. All rights reserved.

1 Preference claim is based on a double-blind taste test of SimplyThick<sup>®</sup> Instant Food Thickener versus a starch-based instant food thickener. Respondents were all people currently or recently long-term care residents under doctor's orders for a thickened diet.

# simplythick

The Thickening Gel You Can't Taste™

## USING SIMPLYTHICK™

Follow these steps for mixing or shaking and you'll be enjoying SimplyThick – our revolutionary food and beverage thickener – in less than a minute.

**TIP** Mix one SimplyThick packet for each 4 oz = 120 mL = 1/2 cup

## SHAKING THE FASTEST WAY TO ENJOY SIMPLYTHICK



**1.** Measure multiples of 4 oz. of beverage into container and add appropriate number of SimplyThick packets.



**2.** Ensure that there is at least 1-2" of empty space at the top of the container and put lid on container.



**3.** Shake vigorously for 5-10 seconds, then enjoy SimplyThick!



**TIP** Shaking hot or carbonated beverages is **NOT** recommended.

## HAND MIXING



**1.** Measure multiples of 4 oz. of beverage into container and add appropriate number of SimplyThick packets.



**2.** Ensure that there is at least 2-3" of empty space between the liquid and the rim of the container.



**3.** Mix briskly with fork – like beating an egg – for 20-30 seconds.



**TIP** Mixing SimplyThick with a spoon is **NOT** recommended.

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Mixing SimplyThick into beverages provides nectar and honey consistencies in favorites like:

soda pop	water
juices	nutrition drinks
coffee	tea (hot or iced)
hot chocolate	broth
beer	wine
milk	ice



**TIP** If you have problems getting SimplyThick to work with a powder drink mix, try thickening the water before adding the powder.

**TIP** Blenders, hand mixers and whisks are also great tools for mixing SimplyThick.

To learn more about SimplyThick Instant Food Thickener, give us a call at 800.205.7115 or visit our Web site at [www.simplythick.com](http://www.simplythick.com).

# simplythick<sup>™</sup>

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## SIMPLYTHICK<sup>™</sup> PRICING AND ORDERING INSTRUCTIONS

### Purchase Methods

Orders may be placed via telephone, Web site, mail or fax with credit card or prepaid. Purchase orders must be placed via mail or fax. No verbal purchase orders will be accepted. Phagia-Gel Technologies, LLC allows purchase orders after credit approval. Terms are Net 15.

### How to Order

Credit card orders may be called to 800.205.7115 or placed via the Web at [www.simplythick.com](http://www.simplythick.com).

Purchase orders may be faxed directly to 314.997.1351.

Check, credit card and purchase orders are acceptable by mail. Orders may be mailed to 1374 Clarkson Clayton Center, St. Louis, Missouri 63011.

### Packaging

Nectar is packed 200 10g packets per box, 6 boxes per case.

Honey is packed 100 25g packets per box, 6 boxes per case.

### Pricing

QUANTITY	PRICE
Single boxes	\$59.95/box
2 cases (12 boxes)	\$611.40 (\$50.95/box)
10 cases (60 boxes)	\$2,787.60 (\$46.46/box)
24 cases (144 boxes)	\$6,042.24 (\$41.96/box)

Whole honey and nectar cases may be combined to qualify for discounts. Discounts apply to whole cases only.

### Freight

FOB Saint Louis, Missouri. Freight is prepaid and added or customer-routed unless negotiated otherwise prior to order. Shipping instructions must be identified on the order. Orders under 800 lbs. will be shipped UPS, orders over 800 lbs. will be shipped common carrier. 800 lbs. is approximately 20-26 cases of SimplyThick. One skid contains 24 cases. Skid dimensions are 40" x 48" four-way skids with a 51" height.

### Return Policy

Returns will be accepted for shipping damage and manufacturing errors.

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REVISED 1/09/2002

# simplythick.

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## USING SIMPLYTHICK™ INSTANT FOOD THICKENER

Using SimplyThick™ instant food thickener is quite simple. SimplyThick thickens all liquids – hot and cold – so menu options are dramatically increased. Water, juice, soda, ice, milk, coffee, tea, soups, beer, wine and mixed drinks can all be part of a thickened diet when SimplyThick is used. Purees and other foods served to patients with swallowing difficulties can also be thickened with SimplyThick.

## HOW SIMPLYTHICK WORKS

SimplyThick is a gel consisting of pre-dissolved thickener. This means the thickener that is the basis of SimplyThick is already completely dissolved when it is packaged. When added to a beverage, the gel is dispersed by agitation and provides the diet-appropriate thickness. Because there is no powder, there are no undissolved clumps. Since all of the thickener is already dissolved, there can be no additional thickening once mixing is stopped.

It is important to realize that the thickener in SimplyThick behaves very differently in solution than other thickeners. The nature of the thickener in SimplyThick is to appear very thick when undisturbed but much thinner when mixed or poured. This characteristic and the clear solutions that SimplyThick produces mean that the visual cues used in the past to judge beverage thickness may not work with SimplyThick.

There are two simple visual cues that SimplyThick is working in a beverage. First, look for small air bubbles entrained in the beverage. SimplyThick will trap these air bubbles when the beverage is thickened. Second, look for large undispersed gel particles in the beverage. If these are present, the gel needs more mixing. If absent, the gel is fully dispersed and the beverage is ready to drink.

When first using SimplyThick, it may be a good idea to have an in-service where staff can mix SimplyThick in different beverages and see how it looks and acts. The real proof that SimplyThick is working is how thick it feels in the mouth; at first, a taste test can provide reassurance, if necessary.

## HOW LONG DOES IT TAKE?

Preparation time depends on the combination of the beverage and the method of mixing. Good rules of thumb are that shaking will take under 10 seconds, mixing with a machine will take under 30 seconds, mixing with a whisk or a fork will take under 60 seconds, and mixing with a spoon may take several minutes.

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## THICKENING WITH SIMPLYTHICK

SimplyThick can be used with a variety of mixing devices – forks, whisks, blenders, food processors, etc. – and also can be shaken. Shaking SimplyThick into beverages is the fastest way to get SimplyThick dispersed. Following are some tips.

### Shaking

Shaking is fast and efficient, but there must be an inch or two of headspace between the beverage and the top of the container. Otherwise, shaking does not produce much agitation and SimplyThick will not be able to disperse.

Shaking carbonated beverages is discouraged as the foam and pressure will build in the container.

Shaking hot beverages is NOT recommended. Improperly insulated containers can become hot very rapidly and improperly sealed containers could leak hot fluid during shaking. In addition, pressure build-up could cause hot liquid to spray out of the container when opened.

### Mixing

It takes a combination of agitation and time to fully thicken with SimplyThick, so the better the mixing, the shorter the preparation time. Gentle mixing – like the kind used to add creamer to coffee – will not allow SimplyThick to properly disperse. Dispersing SimplyThick into a beverage is similar to beating an egg. Watch for suspended air bubbles to indicate that thickening is complete.

When using hand utensils, whisks are highly recommended, followed by forks. Beat SimplyThick briskly into the beverage to achieve thickening. Spoons are NOT recommended as whisks and forks provide better mixing action and will disperse SimplyThick more quickly.

There are no special considerations when using machines like blenders, food processors or hand mixers to prepare larger quantities of thickened beverages or purees. Just mix long enough to ensure full dispersion.

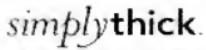
To avoid splashing over the top of a cup when mixing SimplyThick,

- Use a larger cup than normal to prepare the beverage, or
- Add SimplyThick to the cup with only half of the beverage in it. Properly disperse SimplyThick in the first half of the beverage. SimplyThick will now be mostly diluted and will no longer require vigorous mixing. Add the remainder of the beverage to the cup and mix the two portions together.

When using multiple packets of SimplyThick, add all the packets you need and then mix the beverage. It is not necessary to disperse each packet individually before adding the next one.

When using SimplyThick with beverages made from a powder mix, thickening the water before adding the powder mix may produce the best results. The most common example of this is hot chocolate.

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## **COMMERCIAL CREDIT APPLICATION**

DATE

Company Name	Type of Business	
Street Address	Phone Number	
Billing Address	Fax Number	
City	State	Zip
Parent Company Name		

Tax Exempt  Yes  No If yes, certificate must be attached to (faxed with) application to qualify.

**Federal Tax ID number**

Business Type:  Proprietorship  Partnership  Corporation State Incorporated in:

**For Proprietorship/Partnership** (Name of owners / Home address/ city / State / Zip Code / Social Security Number)

1

2

THE INFORMATION IN THIS SECTION MAY BE SUED TO OBTAIN A PERSON CREDIT REPORT FROM A CONSUMER REPORTING AGENCY

**Bank Reference(s)** If more space is needed, please use back of page.

Name	address	Phone	Acct #:
1			

Trade/Credit Reference(s). If more space is needed, please use back of page.

Name	address	Phone	Acct #:
1			
2			

If credit is granted, I/we understand that the terms of the sale are net 30 days following purchase. Phagia-Gel Technologies LLC (Phagia-Gel) may charge interest on any past due balance at the maximum rate allowed by law with said interest being calculated from the date of default.

In consideration of Phagia-Gel extending credit to the above business, I/We do hereby agree jointly and individually, to pay for all goods, wares merchandise supplied to me or to any of us at the above business. In the event that the account is placed with a third party collection, I/We agree to pay all costs including reasonable attorney fees, court costs and finance charges.

I/We authorize Phagia-Gel to investigate our credit history (both business and personal), bank references and any information deemed necessary to extend credit. I/We agree to: (i) inevitably notify Phagia-Gel in writing, delivered in person or by certified mail return receipt requested, of any change in ownership, form of business, or address, the termination of a person's authority to incur charges under this account on behalf of the applicant; and (ii) indemnify Phagia-Gel for any loss incurred thereby as a result of our failure to provide said written notice. this agreement shall remain in full force and effect until written notice of revocation is received by Phagia-Gel.

Authorized Signature

Date \_\_\_\_\_

Authorized Signature

Date

---

**Print Name Here**

Print Name Here

---

Internal Use

### **Approved Credit Limit**

Approved by:

---

**Account ID**

Date

Pwd

Please complete form and fax or mail it to the address listed below.

Phagia-Gel Technologies LLC, 1374 Clarkson Road, Saint Louis, Missouri 63011  
Fax 800-508-2990 e-mail: accountsreceiveable@simplythick.com

# Nutrition and Diet Services

P.O. Box 67070  
Phone: (503) 654-3583

Portland, OR 97268  
Fax: (503) 654-3669

Client Name: Phagia-Gel Technologies, LLC.

Product: Honey

## Nutrition Facts

Serving size : 1 packet (25 grams)  
Servings Per Container 100

Amount Per Serving		Calories from Fat 0	
		% Daily Value *	
Total Fat 0g		0%	
Saturated Fat 0g		0%	
Cholesterol 0mg		0%	
Sodium 15mg		1%	
Total Carbohydrate 1g		0%	
Dietary Fiber 1g		3%	
Sugars 0g			
Protein 0g			
Vitamin A 0%	• Vitamin C 0%		
Calcium 0%	• Iron 0%		

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.  
Calories 2,000 - 2,500

Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	375mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate	300g	375g	
Dietary Fiber	25g	30g	

Calories per gram  
Fat 9 • Carbohydrate 4 • Protein 4

# Nutrition and Diet Services

P.O. Box 67070  
Phone: (503) 654-3563

Portland, OR 97268  
Fax: (503) 654-3669

Client Name: Phagia-Gel Technologies, LLC.

Product: Nectar

Nutrition Facts		
Serving size 1 packet (10 grams) Servings Per Container 200		
Amount Per Serving	Calories 0	Calories from Fat 0
		% Daily Value *
Total Fat 0g	0g	0%
Saturated Fat 0g	0g	0%
Cholesterol 0mg	0mg	0%
Sodium 5mg	5mg	0%
Total Carbohydrate 0g	0g	0%
Dietary Fiber 0g	0g	0%
Sugars 0g	0g	
Protein 0g	0g	
Vitamin A 0%	Vitamin C 0%	
Calories 0%	Iron 0%	
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.		
Calories 2,000 2,500		
Total Fat Less than 65g	80g	
Sat Fat Less than 20g	25g	
Cholesterol Less than 300mg	300mg	
Sodium Less than 2,400mg	2,400mg	
Total Carbohydrate 30g	36g	
Dietary Fiber 25g	30g	
Calories per gram		
Fat 9 • Carbohydrate 4 • Protein 4		

# simplythick

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## BILL TO

## SHIP TO (if different from bill to address)

Name	Name				
Company	Company				
Address	Address				
City	State	ZIP	City	State	ZIP
E-mail	E-mail				
Attention	Attention				
Tax Exempt #	Daytime Phone				

ITEM	QUANTITY	PRICE	TOTAL
Box - Honey Consistency SimplyThick™ 100 25g packets		\$59.95	\$
Box - Nectar Consistency SimplyThick™ 200 10g Packets		\$59.95	\$
Shipping Information - Orders within Continental U.S.		Subtotal	\$
1 Box - \$9.95		Sales Tax <small>(@ 3.75% MO residents only)</small>	\$
2 Boxes - \$11.95		Shipping <small>(refer to prices at left)</small>	\$
3 Boxes - \$12.95			
4 Boxes - \$13.95			
5 Boxes - \$15.95			
6 Boxes - \$16.95		Total	\$

Orders over 6 boxes, call for shipping rates.

Orders over 11 boxes may be eligible for discounted pricing. Please refer to "SimplyThick™ Pricing and Ordering Instructions" or call 1.800.205.7115 for details.

## Method of Payment

 Check

Card # \_\_\_\_\_

 Money Order

Exp. Date \_\_\_\_\_

 Purchase Order (prior approval required)

Signature \_\_\_\_\_

 MasterCard American Express Visa

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ORDERS RECEIVED BEFORE 3:00 P.M. CENTRAL TIME  
WILL BE SHIPPED THE SAME DAY.

ORDER ONLINE OR BY PHONE  
24 HOURS A DAY, 7 DAYS A WEEK.

REVISED 1/09/2002